

Subject: RE: Alive & Peachy! Re: Alive and Running this Sunday
From: Miki Payne <Miki@hbdrollinger.com>
Date: 09/22/2016 03:04 PM
To: Cynthia Rogers <westchester.cfm@gmail.com>
CC: Donald Duckworth <duckworth.donald@gmail.com>

I will leave this up to you two.

Miki Payne
Operations Manager

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From: Cynthia Rogers [mailto:westchester.cfm@gmail.com]
Sent: Thursday, September 22, 2016 12:50 PM
To: Miki Payne
Cc: Donald Duckworth
Subject: Alive & Peachy! Re: Alive and Running this Sunday

Hey you two, Steve just texted in and mentioned he's covering the fun run event on Sunday --- how many folks do you have coming out? We could really use the foot traffic - maybe it can be as simple as letting them know to go to the info booth to sign in and get two peach coins (worth a dollar each and usable on anything at the market) - do they have some sort of jersey running number?? something to identify them as being part of the fun run? or perhaps give them a code word to say at the booth: "Alive and Peachy" :) little too cute but there you go ..just an idea.. then they sign in with name and email and get two coinslove that you all are doing this - maybe next year not knowing what the course is but perhaps the finish line is at the farmers' market :)))
p.s. if the person passing off the password looks questionable (not in exercise gear etc) - perhaps I can ask them a simple question - like how much did the ticket cost to run or how they registered (something easy to identify those outlier folks in case there are any) --- just free thinking ..sure would like to snag that foot traffic if we can

On Wed, Sep 21, 2016 at 2:48 PM, Cynthia Rogers <westchester.cfm@gmail.com> wrote:
Thanks you two, that's a great tie in and great to support. Sounds good with the coupon cards or maybe they can just check in at the info booth for 2 peach coins (never expire and usable with all vendors). We can have a sign in sheet at the booth which serves a double win as we can get them to sign in with their name and email address (which will be added to our newsletter distribution list). I'll have down for our team meet on Monday too,

Best,

Cynthia

On Wed, Sep 21, 2016 at 10:00 AM, Miki Payne <Miki@hbdrollinger.com> wrote:
Cynthia,

Don asked me to inform you that he is working with a group to have a run in Westchester this Sunday. I am not up on any of the particulars...I still have some advertising cards on my desk. Our goal in the future would be to partner with this group and perhaps hand out a coupon to the runners on the day of the event...they should be hungry. Maybe Don would offer steve to handout coupons ...Maybe signage or banner at the race would be better. I will start checking the calendar of the Hometown news to check for Sunday events that we may want to partner with in the future.

Miki

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